

## ***The Virginia Department of Minority Business Enterprise: AGENCY ACCOMPLISHMENTS FOR 2000 - 2001***

In August 2000, Ms. McCullough was appointed by Governor Gilmore to the directorship of the Virginia Department of Minority Business Enterprise (VDMBE). As Director, Ms. McCullough's tasks are to develop, promote and strengthen minority, disadvantaged and women-owned businesses in the Commonwealth. This mission is accomplished by encouraging and coordinating public and private sector initiatives designed to improve the performance and economic conditions of minorities, women, and disadvantaged businesses achieve the desired results. In this position, Ms. McCullough has achieved a myriad of successes for the Virginia Department of Minority Business Enterprise, and the following is only a partial list of those accomplishments:

- Two satellite office openings
  - ❖ *Note:* Due to economic impact of September 11, VDMBE is currently seeking another site for its Northern Virginia satellite office
- Three memoranda of understandings
- many historic, regional partnerships – which includes *all* minority groups
- A 30% increase in the number of service requests from out-of-state businesses wanting to do business in the Commonwealth
- Successful implementation of the Disadvantaged Capital Access Fund
- Recognition from two national organizations
- A Mentor program , *Executive –On-Loan*
- An Interdepartmental Board as mandated by Virginia Code (the 1<sup>st</sup> in 3 administrations)
- Presentations on and participated in 41 state and national programs and conferences
- Sponsorship of:
  - ❖ 3 Certification workshops – 2 in Northern Virginia and 1 in Southside Virginia
  - ❖ 7 Procurement workshops – 4 in Central Virginia; 2 in Northern Virginia; and, 1 in Southside Virginia
  - ❖ 5 Financial workshops – 2 in Northern Virginia; 1 in Southside Virginia and 2 in Central Virginia
  - ❖ 3 USDA (financial) workshops – 2 in Central Virginia; 1 in Southside Virginia
- Assisted 8 MBE/DBE/WBE win \$4,576,586 in VDOT contracts
- Co-sponsored a regional venture capital conference
- Unsolicited press coverage of agency success

### **International Trade Contacts under Ms. McCullough**

In February 2001, the department hosted an event introducing Ms. Blanca Villarelo, General Director of the Guanajuato Trade Office in New York; the purpose of the event was to present VMBE clients with international commerce opportunities.

On November 7, 2001, the department hosted a Briefing Session with the Embassy of Ghana; the purpose of this Session is to assist the Republic of Ghana in building business relationships with VDMBE clients.

In early Spring of 2002, the department plans a formal Briefing with the Hong Kong Trade Development Council on trade opportunities for minority and women-owned businesses.

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### **Major MBE Briefing Session**

Initiated by Ms. McCullough, the department developed a relationship with international engineering and environmental firm, Malcolm Pirnie, Inc. On October 23, 2001, the Malcolm Pirnie firm conducted a major Briefing Session providing unprecedented partnering opportunities to VDMBE clients in Richmond.

### **Partnerships**

Under Ms. McCullough's established guidelines, the primary objective of VDMBE's partnership effort is to share information, business opportunities, conferences, and press releases from the Governor's office, etc. to its clients throughout Virginia. This objective is achieved and strengthened by the establishment of reciprocal partnerships with the following organizations:

- Central Virginia Business Association (Charlottesville)
- Dan River Small Business Development Center (Southside)

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- League of Korean Americans (LOKAUSA) (all of Virginia)
- Metropolitan Business League (Richmond)
- National Black Farmers Association (all of Virginia)
- Pakistan American Business Association (NORVA)
- Regional SBIRs (Small Business Innovation Research programs)
- Tidewater Regional Suppliers Council
- Urban League (Virginia Chapters)
- US Pan Asian American Chamber of Commerce (all of Virginia)
- USDA's Rural Development (all of Virginia)
- Virginia Beach Minority Business Council
- Virginia Foundation for the Humanities/Public Policy
- Virginia Hispanic Chamber of Commerce
- Virginia Regional Minority Supplier Development Council(all of Virginia)
- Virginia's Eight (8) Native American Tribes

### **Memoranda of Understandings (MOUs)**

The following is a list of MOUs and MOAs established over the past year under Ms. McCullough's guidance:

- **The Virginia Procurement Pipeline** (Southwest): an agreement which provides electronic access to VDMBE's certified client list
- **The Department of Environmental Quality**: an agreement providing opportunities for both agencies to provide reciprocal training opportunities and to market each other's loan programs
- **United States Department of Agriculture, Office of Rural Development**: an understanding, which increased hard resource opportunities for minority businesses in the rural areas of Virginia. Confirmed result: a \$336,000 USDA guaranteed loan to a minority business
- **VECTEC/Christopher Newport University**: negotiating a partnering agreement to provide web master services using VECTEC's staff at no cost

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### **Partnerships in the Works:**

- **Fairfax County Small Business Purchasing Department:** an understanding which permits a greater level of services to minority businesses this Fairfax County area (In development stage)
- **SCORE:** an understanding which permits Score to have greater access to DMBE clients

**The Department's newest program is:**

**P.A.C.E. (Providing Access to Capital for Entrepreneurs) Program, funded by the Capital Access Fund for Disadvantaged Businesses)**

As of October 2000, the department has secured seven (7) P.A.C.E. loans to Virginia-based minority and disadvantaged business owners. To ensure financial opportunities for P.A.C.E. customers, the department developed strategic partnerships with the following institutions:

- Consolidated Bank & Trust(Richmond)
- SunTrust Virginia (Loan Loss Reserve Fund) (Richmond)
- Wachovia Bank (statewide)
- James Madison Bank (NORVA)
- First State Bank (Danville)

### **Special Awards**

Resulting from direct, or indirect, program contact with Ms. McCullough, the following awards have been presented to the department:

- Xerox Corporation's Exec Program – 10/2000
- The director was honored by regional minority businesses for outstanding service, April 2001, Washington, DC/Letter of Commendation from Governor Gilmore presented during program
- Honorary Award recognizing the department's contribution to Richmond Public School system's Career & Technical Education program. – received May 2001.
- The director was acknowledged in a letter of recognition from the Martin Luther King Center for Nonviolent Change for developing a technology partnership between the center and the Commonwealth of Virginia
- VDMBE was recognized for outreach efforts to U.S. Pan Asian Chamber of Commerce and League of Korean Americans
- On February 14, 2002, the National Federation of Black Women Business Owners will present the *Daisy Bates Small Business Advocate Award* to the director; this Award recognizes women who have broken barriers, persevered and given back to their communities.

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#### **Director's/Department's Board Commitments**

The following boardships were developed during one or both of Ms. McCullough's 1998 –2001 gubernatorial appointments, or came about during Ms. McCullough's tenure as VDMBE director:

- Co-chair of Governor's Diversity Committee of the Virginia National Guard
- Chair, Volunteers from Government, Virginia Business Opportunity Fair, sponsored by the Virginia Regional supplier Development Council
- Board of Directors, Greater Richmond Urban League
- Board of Directors, Central Virginia Business Association, Charlottesville
- Governor's Representative, The Martin Luther King Center for Nonviolent Change
- Small Business Financing Authority

#### **Special Event Participation (On-going)**

The following major events are a result of Ms. McCullough's direct program involvement:

***The King Center Project*** - The Office of the Secretary of Health and Human Resources, (former Secretary Claude Allen) and the Virginia Department of Minority Business Enterprise (department's current director) are representatives for the Commonwealth of Virginia's membership in the **King Related Organizations and Entities National Holiday Advisory Committee**. To that end, since August 2001, the department has been assisting in the coordinating and planning of ongoing events related to KROE and reorganizing the State's MLK Commission; these events will cap off with Mrs. Coretta Scott King's visit with the Governor and Mrs. Gilmore November 13-14, 2001.

***Emerging Business Forum*** - The department is extending on-going outreach efforts on behalf of the **Emerging Business Forum**, held July 11 – 13<sup>th</sup>, 2001 in Chantilly, VA. The purpose of the forum was to build financial bridges, networks, and create opportunities for minority firms providing technology-related services. The director participated in a forum entitled "Challenges for Emerging Markets" with a representative from Black Enterprise Magazine, the Pan Asian Chamber of Commerce, and the National Hispanic Chamber of Commerce. She also introduced the Governor's remarks via video.

***VDMBE's First Networking Awards Program*** – Ms. McCullough initiated the agency's first awards program that:

- chronicled the thirty-year history of the department,
- honored the department's *first* Director
- presented awards to VDMBE's most outstanding minority business clients
- acknowledged the agency's strategic partners, legislative and procurement officials who have aligned themselves with the agency to enhance services to the minority and disadvantaged business communities.

This event, held on December 16<sup>th</sup>, 2001, attracted nearly 300 minority businesses and organizations, procurement and state officials from throughout Virginia, Washington DC and Maryland.

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### **Agency Publications**

#### ***MBE Vendors List***

Under Ms. McCullough, the department started producing it's quarterly *List of Certified Minority, Disadvantaged and Women-owned Firms* on Compact Disk, and over the past year, distribution for the List has increased nearly forty-five percent.

#### ***MBE Newsletter***

Under Ms. McCullough's guidance, the department revamped the agency newsletter to be more consistent and reflective of diverse business issues. (See attached, Item 3)

#### **Procurement Issues Publication**

Under Ms. McCullough's guidance, the department has revised its procurement publication, the ***Procurement Resource Guide***, to incorporate more municipal procurement issues affecting disadvantaged businesses. Under Ms. McCullough's leadership, this publication is now being requested by libraries across Virginia, and includes an extensive resource list of State, Local and Federal governments, as well as private sector, non-profit organizations, providing services to minority and small business owners.

### **Media and Public Outreach**

Soon after her appointment to directorship of the VDMBE, Ms. McCullough sought to enhance the department's public image by establishing a media and public relations specialist within the department's Outreach section. The purpose for this was twofold: to make sure that Statewide minority and disadvantaged business communities were informed on economic issues affecting them, and to ensure the distribution of department events were appropriately publicized. During Ms. McCullough's tenure, the department has issued more than twenty (20) Media Advisories and press announcements; to date, there have been 27 articles published in print or electronic media forms of DBME accomplishments. (Department maintains a file of all press announcements and news articles for viewing.)

In conclusion, the staff of the VDMBE is proud to say that, over the past year, the agency can claim an expanded, *strong-but-still-growing* program, with a proud work-team that is fully committed to the agency's purpose and mission.